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International
Marketing Information
Series



International
Marketing Events

Overseas Export Promotion Calendar

April 1977-June 1978



U.S. DEPARTMENT OF COMMERCE
Domestic & International Business Administration
Bureau of International Commerce
April 1977

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U.S. DEPARTMENT OF COMMERCE
Domestic and International Business Administration
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The Overseas Export Promotion Calendar provides a fifteen month schedule of events sponsored by the U.S. Department of Commerce. These events consist of exhibitions in U.S. Trade Centers and in International Trade Fairs, Trade Missions, Technical Sales Seminars and other promotional activities (Glossary of Terms, page vi).

The Calendar is issued quarterly by the Office of International Marketing and is distributed by the Office of Export Development, Bureau of International Commerce. It also includes promotion events programmed by both the Bureau of East West Trade (BEWT) and the Commerce Action Group for the Near East (CAGNE).

It should be noted that the Calendar also contains listings of events that are scheduled on a tentative basis. Information regarding the current status of these events can be obtained by communicating with the appropriate Country Marketing Manager, as set forth in the telephone directory on the back cover.

Additional copies or regular distribution of this publication can be obtained by writing to U.S. Department of Commerce, Bureau of International Commerce, Office of International Marketing, Room 4009, Washington, D.C. 20230.

INTERNATIONAL MARKETING INFORMATION SERIES

This report is one of a series of Bureau of International Commerce publications focusing on foreign market opportunities for U.S. suppliers. The series is made available by the Bureau's Office of International Marketing in cooperation with the U.S. Foreign Service-Department of State. Most reports are based on research conducted by overseas contractors under U.S. Foreign Service supervision or by economic and commercial officers of the Foreign Service or Department of Commerce.

Some of the data in this series is reproduced in its original unevaluated form and the distribution of this document does not necessarily imply the concurrence of the Department of Commerce in the opinions or conclusions contained therein.

As part of its marketing information program, OIM makes available to the U.S. business community, on a continuing basis, eight types of publications and reports.

1. Global Market Surveys: In-depth reports covering 20-30 of the best foreign markets for a single U.S. industry or a group of related industries.
2. Country Market Sectoral Surveys: In-depth reports covering the most promising U.S. export opportunities in a single foreign country. About 15 leading industrial sectors are usually included.
3. Producer Goods Research: In-depth reports covering the best foreign sales opportunities for a single U.S. producer goods industry, or group of industries.
4. Consumer Goods Research: In-depth reports covering the best foreign sales opportunities for a single U.S. consumer goods industry, or group of industries.
5. International Marketing Newsmemo: Information bulletins received directly from the U.S. Foreign Service; reports prepared by U.S. businessmen or Department of Commerce officers; and usually distributed unedited. They cover a wide variety of industries, products, and countries.
6. Overseas Business Reports: Reports that include current and detailed marketing information on all of our leading trading partners. Most are revised annually.
7. Foreign Economic Trend Reports: Annual or semiannual reports prepared by the U.S. Foreign Service that cover, individually, almost every country in the world.
8. International Marketing Events: Brief market summaries in support of trade promotion events organized by the Office of International Marketing. Also, detailed calendars of upcoming events.

To supplement and up-date the marketing information available in this series, and for specific ordering information, we suggest that you telephone the nearest Department of Commerce District Office or the Country Marketing Manager responsible for the area or areas in which you are interested. A directory of these key people and offices is printed on the back cover.

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GLOSSARY OF TERMS

Catalog Events (CE) - Commerce-organized and managed displays of the catalogs and brochures of U.S. companies in selected foreign markets.

Commercial and Industrial Fairs - Commerce-managed exhibitions in selected overseas markets. Except for "Solo" promotions, these events are held in conjunction with established International Trade Fairs or especially important National Trade Fairs.

In-Store Promotions (ISP) - Marketing events for U.S. manufactured consumer goods held by specific retail establishments in selected foreign countries.

Joint Export Establishment Promotion (JEEP) - A small Trade Center exhibition designed for the sole purpose of introducing U.S. companies in the market.

"Off-Site" Trade Center Exhibitions - Exhibitions managed by Trade Center personnel outside the Trade Center facility. These events frequently are held in conjunction with locally organized Commercial Fairs.

"Solo" Commercial Fair - A Commercial Fair organized and managed by the U.S. Department of Commerce for the sole purpose of exhibiting U.S.-made products. These events are held in markets where market research indicates favorable opportunities for the sale of U.S.-made products, but where other suitable promotion vehicles are not available.

Target Industries (TIR) - Fifteen industry segments that have been selected by the U.S. Department of Commerce for special trade promotion emphasis.

Technical Sales Seminar (TSS) - Events with all of the features of Specialized Trade Missions but with the addition of organized formal presentations of papers by the members in each city visited.

Trade Center Exhibitions - Scheduled exhibitions of U.S.-made products in U.S. Trade Centers in response to favorable market research.

Trade Missions - Organized trips by groups of U.S. businessmen that feature U.S. Government sponsored business receptions and pre-planned appointments. Specialized Trade Missions (STM) are organized, managed, and led by staff officers selected by the U.S. Department of Commerce; Missions that are organized, managed, and led by Industry Groups with U.S. Government approval and support are designated (ITM).

U.S. Trade Centers - Permanent product exhibit facilities in selected overseas locations operated by the U.S. Department of Commerce.

TRADE CENTERS	EXHIBITIONS: APRIL, 1977	EXHIBITIONS: MAY, 1977	EXHIBITIONS: JUNE, 1977
STOCKHOLM	-Electronic Industries Production Equip. & Test Instruments (Tandem w/London T.C.) 4/18-21	-High Performance Building Materials & Equip. 5/24-27	-Privately Sponsored Events
LONDON	-Electronic Industries Production Equip. & Test Instruments (Tandem w/Stockholm) 4/26-29	-Telecommunications Equipment 5/16-20	-Fast Food Handling Eq. 6/13-17
COLOCNE (Int'l Marketing Center)	-Privately Sponsored Events	-Privately Sponsored Events	-Health Care Industries (INTER-HOSPITAL Fair Hannover) (Tandem w/Paris T.C.) 6/7-10
PARIS	-Laboratory Instruments (No Medical Eq.) 4/19-22	-Industrial Assembly Eq. 5/9-12 -Health Care Industries 5/31-6/2 (Tandem w/INTERHOSPITAL)	-Industrial Training Aids & Audio Visual Eq. (Tandem w/Milan T.C.) 6/6-9
MILAN	-Privately Sponsored Events	-"EDF-USA" Electronic Data Processing Equip. 5/10-14	-Industrial Training Aids & Audio Visual Eq. (Tandem w/Paris T.C.) 6/14-18
TOKYO	-Privately Sponsored Events	-Privately Sponsored Events	-Laboratory Instruments for Chemical/Petrochemical Industries 6/21-24
SYDNEY	-Privately Sponsored Events	-Outdoor Recreation 5/2-6	-Privately Sponsored Events
SAO PAULO	***** OFFICIAL OPENING OF NEW TRADE CENTER EXPECTED TO BE SEPTEMBER 1977 *****		
SINGAPORE	-Graphic Arts Equipment 4/25-29	-Privately Sponsored Events	-Electronic Industries Production Equip. & Test Instruments 6/13-17
TAIPEI	-Automotive Service & Repair Eq. 4/18-22	-Machine Tools (Offsite) 5/16-20	-Privately Sponsored Events
MEXICO CITY	-Eq. for Producing Plastic Prod. 4/18-22	-Privately Sponsored Events	-Privately Sponsored Events
TEHRAN	-Privately Sponsored Events	-Privately Sponsored Events	-Water Resources Eq. 6/19-23
MOSCOW	-Special Promotional Activities	-Containerization Eq. 5/16-26	-Herbicides and Pesticides 5/30-6/3
COMMERCIAL AND INDUSTRIAL EXHIBITIONS (FAIRS)	-HONG KONG: Business Equipment 4/25-29 -HUNGARY, Budapest: AGRIMASEXPO (Agricultural Eq. & Food Proc.) 4/15-20	-YUGOSLAVIA, NoviSad: Food Processing Eq. & Agricultural Equip. 5/13-22	-ISRAEL, Tel Aviv: TECHNOLOGY '77 (Metalworking, Metal-finishing and Machine Tools) 6/1-9 -FRANCE, Paris: PARIS AIR SHOW 6/2-12 -POLAND, Poznan: Poznan Spring Fair (General Ind. Eq.) 6/5-16 -U.S.S.R., Moscow: ELECTRO '77 (Electrical Eq.) 6/9-23

TRADE CENTERS	EXHIBITIONS: JULY, 1977	EXHIBITIONS: AUGUST, 1977	EXHIBITIONS: SEPTEMBER, 1977
STOCKHOLM	-Privately Sponsored Events	-Privately Sponsored Events	-Privately Sponsored Events
LONDON	-Privately Sponsored Events	-Privately Sponsored Events	-Quality Control & Materials Test Equip. 9/19-23
COLOGNE (Int'l Marketing Center)	-Special Promotional Activities	-Special Promotional Activities	-Sporting Goods (SPOGA) [Offsite] 9/25-27
PARIS	-Privately Sponsored Events	-Privately Sponsored Events	-Food Processing & Packaging Eq. 9/27-30 (Tandem w/Milan 10/77)
MILAN	-Privately Sponsored Events	-Privately Sponsored Events	-Noise and Vibration Control Eq. 9/27-30
TOKYO	-Electronic Components 7/18-22	-Privately Sponsored Events	-Business Equipment (Document Handling and Processing Eq.) 9/26-30
SYDNEY	-Security & Safety Equipment 7/11-15	-Privately Sponsored Events	-Machy. & Eq. for the Plastics Industry 9/26-30
SAO PAULO			-Industrial Process Controls & Eq. 9/12-16
SINGAPORE	-Camping & Recreation Eq. 7/18-22	-Privately Sponsored Events	-Advanced Building Technology (Materials & Eq.) 9/19-23
TAIPEI	-Pollution Control Equipment 7/18-22	-Privately Sponsored Events	-Hotel & Restaurant Equipment. 9/12-16
MEXICO CITY	-Furniture Manufacturing & Wood-working Eq. 7/12-15	-Graphic Arts Equipment 8/15-19	-Electronics Industry Prod. & Test Equipment 9/6-9
TEHRAN	-Privately Sponsored Events	-Privately Sponsored Events	-Privately Sponsored Events
MOSCOW	-Special Promotional Activities	-Special Promotional Activities	-Automated Construction Eq. 9/26-30
COMMERCIAL AND INDUSTRIAL EXHIBITIONS (FAIRS)	-VENEZUELA - Caracas: Process Control Insts. and Eq. (Solo) 7/25-30	-VENEZUELA, Caracas: Machine Tools 8/1-6 -INDONESIA, Jakarta: AGRIQUIP '77 (Agribusiness, FFP & Agricultural Eq.) 8/1-5	-VENEZUELA, Caracas: Telecommunications, Radio & TV Eq. 9/26-10/1 -CZECHOSLOVAKIA, Brno: Engineering Fair (Surgical/Medical Inst. & Eq. & Aids for Handicapped) -U.S.S.R., Moscow: CHEMISTRY '77 (Chemical Process Eq.) 9/2-16 -BULGARIA, Plovdiv: Int'l Fair (General Ind. Eq.) 9/3-10

TRADE CENTERS	EXHIBITIONS: OCTOBER, 1977	EXHIBITIONS: NOVEMBER, 1977	EXHIBITIONS: DECEMBER, 1977
STOCKHOLM	-Computers and Related Equipment (Tandem w/SYSTEMS '77) 10/10-12	-Heating, Ventilating and Air Conditioning Equipment 11/8-11	-Printing and Graphic Arts Eq. (Tandem w/London T.C.) 12/6-9
LONDON	-Privately Sponsored Events	-Electronic Components 11/7-11	-Printing and Graphic Arts Eq. (Tandem w/Stockholm T.C.) 11/10-12/1
GOLOGNE (Int'l Marketing Center)	-SYSTEMS '77 (Computers and Related Eq.) [Offsite: Munich] 10/17-21	-PRODUCTRONICA (Electronics Industry Production & Test Eq.) (Tandem w/Paris T.C.) 11/22-26 [Offsite: Munich]	-Special Promotional Activities
PARIS	-Privately Sponsored Events	-Electronics Industry Production & Test Eq. (Tandem w/PRODUCTRONICA) 11/14-17	-Privately Sponsored Events
MILAN	-Food Processing & Pkg. (Offsite) (Tandem w/Paris 9/77) 10/3-9	-Privately Sponsored Events	-Privately Sponsored Events
TOKYO	-Privately Sponsored Events	-Aids for the Handicapped 11/7-12	-Privately Sponsored Events
SYDNEY			
SAO PAULO	-Printing & Graphic Arts Eq. 10/17-21	-Mining & Materials Handling Eq.	-Privately Sponsored Events
SINGAPORE	-Privately Sponsored Events	-Pollution Control Equipment 11/14-18	-Food Processing & Packaging Eq. 12/12-16
TAIPEI	-Privately Sponsored Events	-Medical Electronics Equipment 11/28-12/2	-Privately Sponsored Events
MEXICO CITY	-Privately Sponsored Events	-Privately Sponsored Events	-Privately Sponsored Events
TEHRAN	-Stereo/Hi-Fi Equipment & Home Appliances 10/2-6	-Building & Construction Mat'ls & Equipment (No HEVAC) 11/13-17	-Privately Sponsored Events
MOSCOW	-Special Promotional Activities	-Special Promotional Activities	-Special Promotional Activities
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LONDON	-Mini/Micro Computers 1/16-20	-Privately Sponsored Events	-Privately Sponsored Events
COLOCNE (Int'l Marketing Center)	-Special Promotional Activities	-International Housewares [Offsite]	-Special Promotional Activities
PARIS	-Process Control Instruments 1/31-2/3 (Tandem w/Milan)	-Privately Sponsored Events	-PRINTEMPS INFORMATIQUE (Computers & Related Equipment) 3/14-17
MILAN	-Process Control Instruments 1/24-27 (Tandem w/Paris)	-Privately Sponsored Events	-Printing and Graphic Arts Equipment [Offsite] 3/28-31
TOKYO	-Privately Sponsored Events	-Computers & Related Equipment 2/6-10	-Communications Equipment 3/27-31
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SAO PAULO	-Air/Water Pollution Control Eq.	-Privately Sponsored Events	-Health Care Industries Eq.
SINGAPORE	-Privately Sponsored Events	-Privately Sponsored Events	-Automated Business & Banking Eq. 3/15-19
TAIPEI	-Privately Sponsored Events	-Eq. for Producing Plastic Products 2/27-3/3	-Privately Sponsored Events
MEXICO CITY	-Privately Sponsored Events	-Heavy Equipment (Construction, Forestry and Mining Equipment) [Offsite] 2/21-24	-Prod. Eq. for the Chemical and Petrochemical Industries 3/14-17
TEHRAN	-Equipment for the Chemical and Petrochemical Industries	-Packaging Equipment	-Privately Sponsored Events
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COMMERCIAL AND INDUSTRIAL EXHIBITIONS (FAIRS)			-VENEZUELA, Caracas: Energy Systems (Solo)

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STOCKHOLM	-Pulp and Paper Processing Eq. [Offsite] 4/4-7	-Security Systems & Equipment 5/16-19 (Tandem w/Paris T.C.)	-Privately Sponsored Events
LONDON	-Air/Water Treatment & Pollution Control Equipment	-Health Care Systems and Eq. 5/8-12	-Process Control Instruments 6/5-9
COLOGNE (Int'l Marketing Center)	-ANALYTICA (Analytical Instru- ments) [Offsite: Munich] 4/17-21	-Special Promotional Activities	-Special Promotional Activities
PARIS	-Pollution Control Equipment 4/18-21	-Security Systems & Equipment 5/8-11 (Tandem w/Stockholm T.C.)	-Recreation and Leisure Eq. 5/30-6/2
MILAN	-Privately Sponsored Events	-EDP '78 (Computers & Related Eq.) 5/9-13	-Metal Finishing & Surface Treat- ment Equipment 6/6-9
TOKYO	-Industrial Process Control Eq. 4/24-28	-Privately Sponsored Events	-Electronics Industry Production and Test Equipment 9/12-16
SYDNEY			
SAO PAULO	-Equipment for Producing Plastic Products	-Avionics & Ground Support Eqpt.	-Electronic Components
SINGAPORE	-Privately Sponsored Events	-Privately Sponsored Events	-Scientific & Industrial Labo- ratory Instruments [Offsite: Kuala Lumpur] 5/29-6/2
TAIPEI	-Building & Construction Eq. [Offsite] 4/17-21	-Privately Sponsored Events	-Privately Sponsored Events
MEXICO CITY	-Privately Sponsored Events	-Packaging Equipment 5/16-19	-Metalworking Equipment 6/13-16
TEHRAN	-Privately Sponsored Events	-Textile Manufacturing Machinery and Equipment	-Forest Resources Products and Equipment
MOSCOW	-Special Promotional Activities	-Special Promotional Activities	-Special Promotional Activities
COMMERCIAL AND INDUSTRIAL EXHIBITIONS (FAIRS)	KOREA-Seoul: Electronics Indus- try Production and Test Equip. and Electronic Components (Solo) U.S.S.R.-Moscow: STANKI II Machine Tools and Metalworking Machinery and Equipment SPAIN-Barcelona: ALIMENTARIA (Food Processing Eq.) [No Pack- aging Eq.] 4/8-14	NETHERLANDS-Amsterdam: PETROTECH (Chemical/Petrochemical Processing Equip. & Offshore Support Eq.)	VENEZUELA-Caracas: Printing and Graphic Arts Equip. (Solo) U.S.S.R.-Kiev: Food Processing Eq. (No Food Packaging Eq.) CZECHOSLOVAKIA-Bratislava: INCHEBA (Chemical/Petrochemical Processing Eq.)

GEOGRAPHICAL REGION	TRADE MISSIONS TECHNICAL SALES SEMINARS CATALOG EXHIBITIONS		
	EVENTS: APRIL, 1977	EVENTS: MAY, 1977	EVENTS: JUNE, 1977
NORTHERN EUROPE			
WESTERN EUROPE	-Maryland/Louisiana Germany/France/United Kingdom (ITM)		-La Part Dieu France (ISP)
SOUTHERN EUROPE	-Mining Equipment Greece/Turkey (STM)	-Food Processing & Packaging Eq. Spain (CE)	-Health Care Equipment Switzerland (CE)
JAPAN/AUSTRALIA NEW ZEALAND	-Commercial Fishing Equipment Australia/New Zealand (CE)	-Ito-Yokado Japan (ISP)	-Georges Australia (ISP)
NEAR EAST (CAGNE)	-Nat'l Forest Prod. Assn. North Africa (ITM) -Alabama State Saudia Arabia/Egypt/Iran (ITM)	-Montana State Saudi Arabia (ITM) -Petrochemical Industries Eq. UAE/Kuwait/Saudi Arabia/Syria (STM)	-Pennsylvania State Saudi Arabia/Iraq/Syria (ITM)
FAR EAST	-Oakland World Trade Council Singapore/Taiwan (ITM)	-Illinois State Korea/Taiwan/Japan (ITM) -NMTBA Korea/Indonesia/Malaysia (ITM)	-Fluid Power Korea/Taiwan (TSS)
LATIN AMERICA		-Food Processing & Packaging Eq. Panama/Costa Rica/El Salvador (CE)	-Printing & Graphic Arts Colombia/Ecuador (CE) -NMTBA Peru/Argentina (ITM)
NORTH AMERICA		-Machine Tools Canada (CE)	
AFRICA			-Commercial Fishing Eq. Ghana/Liberia/Nigeria (STM) -Printing & Graphic Arts Equip. Nigeria (CE)
EAST WEST TRADE (BEWT)	-Textile Equipment (TSS) Hungary/Poland/Czechoslovakia -Medical Equipment U.S.S.R. (CE) -Amero '77 Romania (CE)	-Plastics Production Czechoslovakia/Poland/Romania -Chemistry Show Romania (CE) -Illinois State Romania/Hungary/Yugoslavia (ITM)	-Herbicides & Pesticides Bulgaria/Hungary/U.S.S.R. (TSS) -Petrochemicals Czechoslovakia (CE)

GEOGRAPHICAL REGION	TRADE MISSIONS TECHNICAL SALES SEMINARS CATALOG EXHIBITIONS		
	EVENTS: JULY, 1977	EVENTS: AUGUST, 1977	EVENTS: SEPTEMBER, 1977
NORTHERN EUROPE	<u>-Agricultural Equipment</u> U.K. (CE)		
WESTERN EUROPE			<u>-Laboratory Instruments</u> Netherlands (CE) <u>-La Samaritaine</u> France (ISP) <u>-M.I.R.O.</u> Netherlands (ISP)
SOUTHERN EUROPE			<u>-Computers</u> Switzerland (CE)
JAPAN/AUSTRALIA/ NEW ZEALAND	<u>-Physical Properties Test Eq.</u> Australia/New Zealand (TM) <u>-Isetan</u> Japan (ISP)		
NEAR EAST (CAGNE)			
FAR EAST		<u>-Chemical & Petrochem. Prod. Eq.</u> & <u>Products</u> Korea/Taiwan (CE)	
LATIN AMERICA	<u>-Mining/Bldg. & Construction Eq.</u> Peru/Chile/Bolivia (STM) <u>-Pollution Control</u> Venezuela/Colombia (CE) <u>-Petroleum Exploration and</u> <u>Exploitation Eq.</u> Argentina (CE)	<u>-Petrochemical Industries Eq.</u> Venezuela/Colombia/Bolivia (STM)	<u>-Automotive Repair & Service</u> Venezuela/Colombia/Chile (TM)
NORTH AMERICA			
AFRICA	<u>-Consumer Goods</u> Liberia (CE)	<u>-Building Supplies & Eq.</u> Nigeria/Sudan (CE) <u>-Motor Vehicle Maintenance</u> South Africa (CE)	
EAST/WEST TRADE (BEWT)			<u>-Pollution Controls</u> Austria/Hungary/Poland (ISS)

GEOGRAPHICAL REGION	TRADE MISSIONS TECHNICAL SALES SEMINARS CATALOG EXHIBITIONS		
	EVENTS: OCTOBER, 1977	EVENTS: NOVEMBER, 1977	EVENTS: DECEMBER, 1977
NORTHERN EUROPE			
WESTERN EUROPE	- <u>Security Equipment</u> Netherlands (CE) - <u>Medical/Hospital Eq.</u> Belgium/Luxembourg (CE)	- <u>Electronic Components</u> Austria (CE) - <u>Electronics Industry Prod. & Test Equipment</u> Belgium/Luxembourg (CE)	
SOUTHERN EUROPE		- <u>Pollution Control</u> Spain/Switzerland (TSS) - <u>Globus</u> Switzerland (ISP)	
JAPAN/AUSTRALIA/ NEW ZEALAND		- <u>Computer Software Services</u> Japan (STM)	
NEAR EAST (CAGNE)	- <u>Building & Construction Mat'ls</u> Bahrain/Qatar/Oman/Egypt (TSS) - <u>Process Controls</u> Kuwait/Saudi Arabia/Syria (TSS)	- <u>Electronic Data Processing Eq.</u> Algeria/Tunisia/ (TSS) - <u>Machine Tools</u> Morocco (CE)	
FAR EAST	<u>Energy Systems</u> Hong Kong/Philippines/Taiwan (TSS) <u>Hotel and Restaurant Equipment</u> Singapore/Thailand/Malaysia (CE)	- <u>Timber Processing</u> Malaysia/Thailand/Indonesia (STM)	
LATIN AMERICA	- <u>Plastics Production Equipment</u> Venezuela/Colombia (TSS)		
NORTH AMERICA			
AFRICA	- <u>Water Resources</u> Senegal/Nigeria (TSS) - <u>Hotel & Restaurant Eq.</u> Rep. of South Africa (CE)	- <u>Hotel & Restaurant Eq.</u> Ivory Coast/Kenya (CE) - <u>School Construction & Eq.</u> Liberia/Nigeria/Zambia (CE)	- <u>Agribusiness</u> Cameroon/Zaire/Mauritius (TSS) - <u>Vehicle Sales & Maintenance</u> Nigeria/Gabon/Sudan (STM)
EAST WEST TRADE (BEWT)	- <u>MIPEL '77</u> Hungary (CE) - <u>TARO FACI '77</u> Poland (CE) - <u>Irrigation Systems</u> Bulgaria/G.D.R./Hungary (TSS)	- <u>Chemical Industry</u> Austria/Bulgaria/Hungary (TSS)	- <u>Offshore Oil Extraction</u> Bulgaria/Poland (TSS)

GEOGRAPHICAL REGION	TRADE MISSIONS TECHNICAL SALES SEMINARS CATALOG EXHIBITIONS		
	EVENTS: JANUARY, 1978	EVENTS: FEBRUARY, 1978	EVENTS: MARCH, 1978
NORTHERN EUROPE			
WESTERN EUROPE	- <u>Do-It-Yourself</u> Netherlands (CE)	- <u>Building & Construction Eq.</u> Belgium/Luxembourg (CE)	
SOUTHERN EUROPE	- <u>Computer Systems</u> Spain/Greece/Turkey (TSS)	- <u>Business Equipment</u> Switzerland/Austria/Portugal (STM)	- <u>Textile Machinery</u> Italy/Greece/Turkey (STM)
JAPAN/AUSTRALIA/ NEW ZEALAND			
NEAR EAST (CACNE)	- <u>Electrical Energy Systems</u> Morocco/Oman/Saudi Arabia (TSS) - <u>Medical Equipment</u> Iran/Israel (STM)	- <u>Materials Handling Eq.</u> Bahrain/Oman/Qatar/Iran (STM)	- <u>Mining Equipment</u> Morocco/Tunisia/Portugal (TSS)
FAR EAST	- <u>Building Eq. & Supplies</u> Korea/Philippines/Hong Kong (CE) - <u>Textile Equipment</u> Thailand/Indonesia (TSS)		- <u>Food Processing & Packaging Eq.</u> Philippines/Taiwan (TSS)
LATIN AMERICA			- <u>Food Processing & Packaging Eq.</u> Guatemala/Honduras/Nicaragua (CE)
NORTH AMERICA			
AFRICA		- <u>Modern Building Techniques & Systems</u> Nigeria/Sudan (TSS)	- <u>Avionics & Airport Ground Support Eq.</u> Gabon/Ivory Coast/ Sudan (TSS) - <u>Food Processing & Packaging Eq.</u> Nigeria (CE)
EAST WEST TRADE (BEWT)			

GEOGRAPHICAL REGION	TRADE MISSIONS TECHNICAL SALES SEMINARS CATALOG EXHIBITIONS		
	EVENTS: APRIL, 1978	EVENTS: MAY, 1978	EVENTS: JUNE, 1978
NORTHERN EUROPE			
WESTERN EUROPE		- <u>Industrial Equipment Fair</u> Austria (CE)	
SOUTHERN EUROPE	- <u>Woodworking Equipment</u> Yugoslavia (CE)	- <u>Process Controls</u> Yugoslavia (CE)	
JAPAN/AUSTRALIA NEW ZEALAND			
NEAR EAST (CAGNE)	- <u>Building & Construction Eq.</u> Morocco/Tunisia/Saudia Arabia (TSS)	- <u>Materials Handling Equipment</u> Egypt/Algeria/Morocco/Tunisia (TSS)	- <u>Home Applicances</u> Kuwait/Saudia Arabia (STM)
FAR EAST			- <u>Commercial Fishing</u> Taiwan/Philippines (STM) - <u>Building & Construction Eq.</u> Thailand/Malaysia (STM)
LATIN AMERICA	- <u>Health Care Equipment</u> Panama/Costa Rica/El Salvador (CE)	- <u>Educational Training Materials</u> Ecuador/Colom/Venezuela (TSS)	- <u>PTG/Graphic Arts</u> Colom/Ecuador/Peru (STM) - <u>Agricultural Machinery & Eq.</u> Guatamala/Honduras/Nicaragua (CE)
NORTH AMERICA			
AFRICA	- <u>Proc. Control Insts.</u> Rep. of South Africa (CE)	- <u>Logging & Forestry</u> Ghana/Madagascar (CE)	
EAST WEST TRADE (BEWT)			

TELEPHONE DIRECTORY FOR INTERNATIONAL MARKETING

Commercial and economic information on most trading partners of the United States is available from the Office of International Marketing, Bureau of International Commerce, U.S. Department of Commerce.

Assistance or information about overseas marketing may be obtained by dialing key people directly: 202-377 plus the given extension. For information related to specific countries contact the Country Marketing Manager:

<u>Africa</u> (sub-Sahara)	4927	<u>Far East</u>	
<u>Europe</u>		Australia and New Zealand	3646
France and Benelux Countries	4504	East Asia and the Pacific	5401
Germany and Austria	5228	Japan	2425
Italy, Greece and Turkey	3944	South Asia	2522
Nordic Countries	3848	<u>Latin America</u>	
Spain, Portugal, Switzerland, and Yugoslavia	2795	Brazil, Argentina, Paraguay, and Uruguay	5427
United Kingdom and Canada	4421	Mexico, Central America & Panama	2314
		Remainder of South America and Caribbean Countries	2995

For information related to specific products on a global basis, contact the Operational Planning Division which is organized along the following industry lines:

<u>Group I</u> - Computers, business, graphic arts, agribusiness and packaging equipment.	3036
<u>Group II</u> - Electronics production and components, metalworking, communications, and specialized production machinery and equipment.	3168
<u>Group III</u> - Laboratory, scientific, test and measuring instrumentation, healthcare and specialized processing equipment.	2843
<u>Group IV</u> - Water and Air purification, electric energy, construction, materials handling, transportation machinery and equipment and consumer goods.	2808

Special units within the Department of Commerce have been created to deal with particular marketing situations:

Commerce Action Group for the Near East

<u>North Africa</u>	5737
<u>Near East</u>	
Bahrain, Iraq, Jordan, Kuwait, Lebanon, Oman, Peoples Democratic Republic of Yemen, Qatar, Saudi Arabia, Syria, United Arab Emirates, Yemen Arab Republic	5767
Iran, Israel, Egypt	3752

Bureau of East West Trade

Assistance and information on how to do business with and selling U.S. products to the U.S.S.R., People's Republic of China, Bulgaria, Czechoslovakia, the German Democratic Republic, Hungary, Poland, and Romania may be obtained from the Office of East-West Trade Development in the Bureau of East-West Trade, U.S. Department of Commerce, Washington, D.C. 20230.

For information on the following product areas, contact the Trade Development Assistance Division or dial extension:

Electronics and Aviation Equipment	2871
Automotive, Construction, Mining and Metallurgical Industries	3352
Chemicals, Pharmaceuticals, and Related Processes and Equipment	3968
Energy and Services	2835
Capital Equipment, Food Processing, and Textile Machinery	4002

For information on exhibitions, seminars and other promotion events sponsored by the Department of Commerce in these countries, contact the Trade Promotion Division or dial 202-377-4161.

For information on the economies of any of these countries--plans, performance, foreign trade, bilateral relations with the United States, trade agreements, joint commissions and policy issues--contact the:	
U.S.S.R. Affairs Division	4655
Eastern European Affairs Division	2645
People's Republic of China Division	3583

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Atlanta, 30309, Suite 600, 1365 Peachtree St., N.E. (404) 881-7000.

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Cleveland, 44114, Room 600, 666 Euclid Ave. (216) 522-4750.

Columbia, S.C., 29204, Forest Center, 2611 Forest Dr. (803) 765-5345.

Dallas, 75242, Room 7A5, 1100 Commerce St. (214) 749-1515.

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Custom House, 19th and Stout Sts. (303) 837-3246.

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Detroit, 48226, 445 Federal Bldg., 231 W. Lafayette (313) 226-3650.

Greensboro, N.C. 27402, 203 Federal Bldg., W. Market St., P.O. Box 1950. (919) 378-5345.

Hartford, Conn., 06103, Room 610-B, Federal Office Bldg., 450 Main St. (203) 244-3530.

Honolulu, 96813, 286 Alexander Young Bldg., 1015 Bishop St. (808) 546-8694.

Houston, 77002, 2625 Federal Bldg., 515 Rusk Ave. (713) 226-4231.

Indianapolis, 46204, 357 U.S. Court-house & Federal Office Bldg., 46 E. Ohio St. (317) 269-6214.

Los Angeles, 90049, Room 800, 11777 San Vicente Blvd. (213) 824-7591

Memphis, 38103, Room 710, 147 Jefferson Ave. (901) 521-3213.

Miami, 33130, Rm. 821, City National Bank Bldg., 25 W. Flagler St. (305) 350-5267.

Milwaukee, 53202, 605 Federal Office Bldg., 517 E. Wisconsin Ave. (414) 224-3473.

Minneapolis, 55401, 218 Federal Bldg., 110 S. Fourth St. (612) 725-2133.

New Orleans, 70130, Room 432, International Trade Mart, 2 Canal St. (504) 589-6546.

New York, 10007, 37th Floor, Fed-

eral Office Bldg., 26 Federal Plaza, Foley Sq. (212) 264-0634.

Newark, N.J., 07102, Gateway Bldg. (4th floor) Market St. & Penn Plaza (201) 645-6214.

Omaha, Neb., 68102, 1815 Capitol Ave., Suite 703A (402) 221-3665.

Philadelphia, 19106, 9448 Federal Bldg., 600 Arch St. (215) 597-2850.

Phoenix, Ariz., 85073, 2950 Valley Bank Center, 201 N. Central Ave. (602) 261-3285.

Pittsburgh, 15222, 2002 Federal Bldg., 1000 Liberty Ave. (412) 644-2850.

Portland, Ore., 97204, Room 618, 1220 S.W. Third Ave. (503) 221-3001.

Reno, Nev., 89509, 2028 Federal Bldg. 300 Booth St. (702) 784-5203.

Richmond, Va., 23240, 8010 Federal Bldg., 400 N. 8th St. (804) 782-2246.

St. Louis, 63105, 120 S. Central Ave. (314) 425-3302.

Salt Lake City, 84138, 1203 Federal Bldg., 125 S. State St. (801) 524-5116.

San Francisco, 94102, Federal Bldg., Box 36013, 450 Golden Gate Ave., (415) 556-5860.

San Juan, P.R., 00918, Room 659, Federal Bldg., Chardon Ave. (809) 763-6363, Ext. 555

Savannah, 31402, 235 U.S. Court-house and Post Office Bldg., 125-29 Bull St. (912) 232-4321, Ext. 204.

Seattle, 98109, 706 Lake Union Bldg., 1700 Westlake Ave. North (206) 442-5615.